

BFM International Week

10 – 14 November 2025



let's change
YOU. US. THE WORLD.

"Unlocking Potential: The Future of Employability"

Invitation to participate in the BFM International Week in
The Hague, The Netherlands.

Faculty of Business, Finance and Marketing

THE HAGUE
UNIVERSITY OF
APPLIED SCIENCES

BFM International Week

We would like to warmly invite you to participate in our International Week from 10 – 14 November 2025. This invitation includes important information about our event and a link to the registration form.

Purpose

The theme of the week is *"Unlocking Potential: The Future of Employability"* and the event aims at both developing knowledge on this subject and enhancing our students' intercultural understanding. Over 600 second-year students from all undergraduate programs in our faculty of Business, Finance and Marketing will take part in the week.

Setup of the week

We will offer different types of activities for our students during the week and as a visiting lecturer we would like to invite you to indicate what kind(s) of activities you would like to facilitate. Our students will have the opportunity to choose their desired activities beforehand.

On Wednesday 12 and Thursday 13 November, 60-minute lectures with corresponding 120-minute workshops will be held. The content should be related to the theme of the week as mentioned above. You will teach your lecture and workshop to approximately 60 students. Colleagues from our faculty will co-facilitate the workshop with you. Our aim is to link you to our colleagues before the week, to get acquainted. On Tuesday 11 November, we have reserved time (14:00 – 16:00) for you to prepare the workshop together. If you are unsure your topic of interest will fit the theme of the week, just send us a message and we can discuss.

Next to the lectures and workshops, we will also organize interactive sessions and (social) activities which are meant to increase group cohesion, enhance cultural understanding and offer nice, engaging activities for our students. They will take place in the afternoon on Wednesday and Thursday, will last for 60 minutes and do not have to be related to the theme of the week. Please indicate in the registration form if you would (also) like to facilitate such an activity.

During the week, there will be ample opportunity for you to get to know our faculty and university and network with other (visiting) lecturers.

Program (subject to change):

Monday 10 November	Tuesday 11 November		Wednesday 12 November		Thursday 13 November		Friday 14 November	
	09:30 – 10:30	Kick-off	09:30 – 10:30	Lecture	09:30 – 10:30	Lecture	10:00 – 12:30	Cultural visit
	10:45 – 11:45	Welcome to THUAS	10:45 – 13:00	Workshop related to lecture	10:45 – 13:00	Workshop related to lecture		
	12:00 – 14:00	Lunch and welcome to the faculty of Business, Finance and Marketing	13:00 – 13:45	Lunch break	13:00 – 13:45	Lunch break	13:00 – 14:00	Closing lunch
	14:00 – 16:00	THUAS lecturers work with visiting lecturers	14:00 – 15:00	Interactive session or social activity	14:00 – 15:00	Interactive session or social activity		
	16:00 – 17:00	Networking event						
19:00	Welcome Dinner							

This setup means that you can facilitate your chosen activities two times, as different students can sign up each time. We encourage you to make each activity as interactive as possible.

Costs

Guest lecturers can apply for an Erasmus+ grant through their home institution to support their participation in the event. There is no registration fee required to participate. Participants will be responsible for covering their own travel, accommodation, and daily allowance costs. We can of course provide suggestions for accommodation in The Hague.

Registration deadline

The registration for visiting partner lecturers will close on **20 June 2025**. We will inform you a.s.a.p. after that if you are selected to take part.

Please use the following Form to register: [BFM International Week Registration Form](#)

More practical information about the content of the program will follow in the months ahead. We will also organize a Q&A session for visiting lecturers on Tuesday 24 June 2025 at 16:00 CET.

We are really looking forward to welcoming you to our faculty!

For any questions, don't hesitate to contact bfm-iw@hhs.nl.